

Djer-Kiss

ROUGE CHART

Djer-Kiss Vanishing Cream—pure, soft, fragrant—furnishes a wonderfully refined, adherent base for both Rouge and Face Powder.

Select your own type—the type which most nearly includes your own beauty of coloring

SILVER BLONDE
—the Poet's type. Thin delicate skin, flaxen hair, blue eyes limpid and wide apart.

Formula: Delicately shade Djer-Kiss Duchesse Marie Rouge. Finish with touch of Djer-Kiss Blanche Face Powder. If a rose glow is desired, finish lightly with Djer-Kiss Rose Face Powder.

GOLDEN BLONDE
Golden Hair. The skin of warmer tint than the Silver Blonde. Rosy color in cheeks and blue eyes.

Formula: Use Djer-Kiss Charlotte Corday Rouge shading carefully into the coloring of the skin. Finish with Djer-Kiss Chair Face Powder.

ASH BLONDE
Grayish Blue Eyes. A skin less colorful than the Golden Blonde. Brownish glints and gleams in hair.

Formula: Brighten the cheeks skillfully with Djer-Kiss Charlotte Corday Rouge. Soften with final touch of Djer-Kiss Chair Face Powder. Or if a deeper rose-glow is desired, finish with Djer-Kiss Rose Face Powder.



TITIAN TYPE
—the Painter's type—with hair of wonderful shades of burnished gold and reddish tints.

Formula: Daintily apply Djer-Kiss Charlotte Corday Rouge. Finish with Djer-Kiss Chair Face Powder.

LIGHT BRUNETTE
Eyes of gray or bluish gray. A fine strong white skin contrasting with light brown hair.

Formula: Either Djer-Kiss Charlotte Corday or Duchesse Marie Rouge, with Chair Face Powder.

AMERICAN BRUNETTE

Brilliant Brunette. A fine vibrant skin. Dark brown hair. Sparkling brown eyes which call for lively color.

Formula: Use Princesse Jacqueline Rouge. Finish with Chair or Blanche Face Powder.



SPANISH BRUNETTE
—embraces darker brunette types with deeper Oriental coloring of hair, skin and eyes.

Formula: Use ruddy-toned Rouge Princesse Jacqueline. And with it, Djer-Kiss Rachel Face Powder.

GRAY-HAIRED TYPE

This cannot actually be called a type—as no one is born with gray hair. The gray-haired woman is the distinguished woman—the type of Grande Dame.

Formula: If the gray-haired type possesses blue eyes or gray eyes, the Duchesse Marie Djer-Kiss Rouge should be used, with Blanche Face Powder. If dark eyed, use Princesse Jacqueline or Charlotte Corday Rouge with Chair or Rachel Face Powder.



Your Type!

A natural Emphasis of its Charm

You Golden Blondes, here so delightfully portrayed by Penrhyn Stanlaws! You will remember—always—will you not, that your *natural* charm is your greatest charm? Yet, it is necessary at times, if you would preserve the natural beauty of your type, that you add a simple, a natural emphasis to its charm.

You will use Djer-Kiss Rouge and Djer-Kiss Face Powder, of course!

An artist, after much study, has prescribed for Golden Blondes, a delightful shading of the cheek with Djer-Kiss Charlotte Corday Rouge, to be finished with a soft touch of Djer-Kiss Chair Face Powder.

The result: A *natural* emphasis of your golden blonde complexion!

If you are not of this Golden Blonde type, you will find your type in the Djer-Kiss Chart—a chart compiled by well-known artists—with the artists' own selection of Formula for the tint of rouge and face powder suitable for that type.

Remember! your Natural Charm is your Greatest Charm

Use Djer-Kiss Rouge and Face Powder *naturally*—in the way Nature employs the charm of blended color so exquisitely—from the faint pink of the blush rose to the crimson of the deep velvet rose.

Send for Djer-Kiss Color Cards today

A set of six exquisite color cards by noted artists. Choose from them your type and learn how the wise blending of Djer-Kiss Rouge and Face Powder cannot but increase your natural fascination. Mail but six cents in stamps to the Alfred H. Smith Company, 32 West 34th Street, New York City.

Djer-Kiss Rouge

DJER-KISS ROUGE.
CHARLOTTE CORDAY (medium)

DUCHESSE MARIE (natural)
PRINCESS JACQUELINE (dark)

and FACE POWDER COMPACTS

Face
Powder
Compact

Rouge

